



# State of Utah

DEPARTMENT OF COMMERCE

Division of Corporations & Commercial Code

## *Trademark or Service Mark Application Instructions*

**Complete all lines on the application. Return original application and photocopy of the completed application, together with the examples required and the \$22 non-refundable processing fee by a check or money order made payable to the "State of Utah"(U.C.A. 70-3-let. seq.).**

### **Line by Line Application Instructions**

- Line 1:** The name of the applicant, the *owner* of the Mark, who holds all rights to the Mark, must be entered on this line. The owner, may be an individual, partnership, corporation, or other business entity organized under the laws of Utah or another state. If the owner is a business entity, rather than an individual, the applicant's name under which the entity is organized must be entered.
- Line 2:** Enter the business address if the applicant is a business entity or enter the business or home address if the applicant is an individual.
- Line 3:** Mark whether the application is for a new trademark or for the renewal of an existing trademark.
- Line 4:** Enter the applicant's daytime phone number, *including area code*.
- Line 5:** If the applicant is a corporation, enter the state in which the entity was incorporated.
- Line 6:** If the applicant is a partnership, enter the state in which the entity was organized and list each of the General Partners.
- Line 7:** If the Mark consists of words, a name, number, or letters, describe the Mark and enclose it in quotation marks: "XYZ's Widgets." If the Mark includes a design, brand, symbol, emblem, stamp, imprint, device, or similar image, describe the Mark as specifically as possible and enclose it in quotation marks along with any words, names, numbers, etc. The description must match the Mark samples on the accompanying pages.
- Line 8:** Describe the mode or manner in which the Mark will be used, e.g., product labels, tags, letterhead, advertising, etc.
- Line 9:** Describe specifically the product or service associated with the Mark, e.g., "retail sales of snack foods" or "janitorial services." An applicant may designate a specific class or classes of goods or services from the S.I.C. codes or from Utah Code Annotated, Section 70-3a-308.
- Line 10:** First use of the Mark refers to the date the Mark was first *actually* used in commerce. e.g., the date the Mark was used with a product or service sufficient to create a common-law right of ownership.
- Line 11:** Check whether or not the Mark has been filed Federally. If yes, list the filing date, number and current status of the Mark. If the Mark was refused or has otherwise not resulted in a registration, list the reason.

### **Instructions for Sample Pages**

Include (two) 2 separate copies of the Mark as samples, centering the image on separate pages. These pages are similar to the drawing pages submitted with a federal trademark application. One copy will be certified by the Division and returned for the owner's records. If the Mark consists only of a word, name, letters, or numbers simply **print** the Mark on the page. If the Mark includes a design, provide an accurate image or graphic of the design. A photocopy of the Mark used on a label or letterhead will suffice (delete address, telephone number, masthead, and similar information not included in the trademark).

**FREE! You may visit our Web Site for this document and to access other information.**

**Mail In:** PO Box 146705  
Salt Lake City, UT 84114-6705  
**Walk In:** 160 East 300 South, Main Floor  
**Information Center:** (801) 530-4849  
**Toll Free:** (877) 526-3994 (within Utah)  
**Fax:** (801) 530-6438  
**Web Site:** <http://www.commerce.utah.gov>